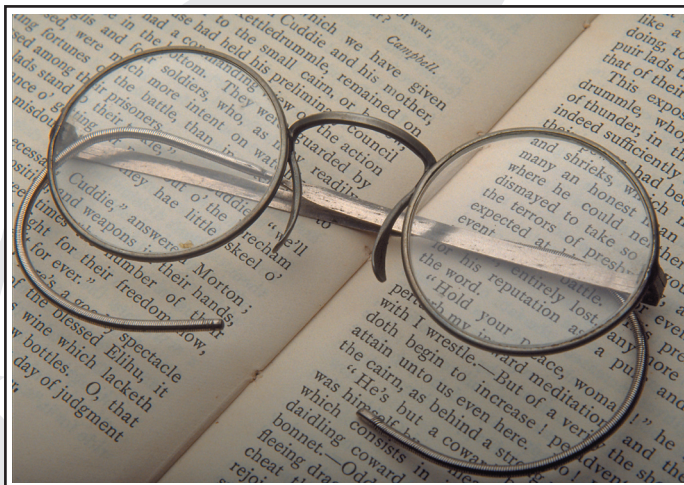


Introducing—

Jefferson Smith

Training and Consulting



A Description of the Company
A Catalog of the Programs

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We're serious about customer service and meeting your needs. We welcome your suggestions and comments.

Please send your suggestions and comments to—

Program Development
Jefferson Smith
90 West 500 South, Number 101
Bountiful, Utah 84010

Or call 801 296 1155
or 888 305 1155

Thank you.

*This is a dolphin-free catalogue.
No animals were harmed in the
making of this catalogue.*

Some Jefferson Smith clients—

Advanta Bank Corporation
American Express
Ayuda en Mexico
California Water Service Company
The Church of Jesus Christ of Latter-day Saints
The City of Ogden, Utah
Fairchild Semiconductor
The Federal Reserve Bank of New York
The Federal Reserve Bank of San Francisco
Graymont Western Canada
Graymont Western US
Icon Health and Fitness
Iomega
Kennecott Minerals
The Las Vegas Metropolitan Police Department
Lutheran Hour Ministries
Magic Valley Regional Medical Center
Mazda North America
Micron Technology
The National Guard Bureau
Purdue University
Questar Gas
Snow College
Toyota of America
Texaco
Tucson Electric Power
The Tuskegee Airmen's Project
The United States Air Force
The United States Department of the Interior
United States Gypsum
Utah State Department of Financial Institutions
The Ute Indian Tribe
Wells Fargo Bank
The Yavapai-Apache Nation
Zions Bank

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Getting the job done. Taking care of your people.

Communication Skills 7

Being clear. Being concise.

Sales and Customer Service 8

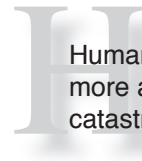
Building long-term relationships.

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Developing a tailored workshop.



Human history becomes more and more a race between education and catastrophe.

—H. G. Wells

"Liberty's too precious a thing to be buried in books, Miss Saunders.

"Men should hold it up in front of them every single day of their lives and say, 'I'm free to think and to speak. My ancestors couldn't, I can, and my children will.'"

—Jefferson Smith (Jimmy Stewart) to Clarissa Saunders (Jean Arthur) in *Mr. Smith Goes to Washington* (Columbia Pictures, 1939)

Explaining the Name

We named the company after a character in a movie.

"Jefferson Smith" is the name of the Jimmy Stewart character in the movie, "Mr. Smith Goes to Washington." Honest. Hardworking. Idealistic. (Notice the quotation on the left.)

We like those ideals. That's why we named to company "Jefferson Smith."

We suggest the name in the movie is a combination of names:

- *Jefferson* comes from Thomas Jefferson, the third president of the United States. Brilliance. Excellence. Integrity.
(John Kennedy once told a banquet of Nobel Prize winners, "This is the greatest gathering of intellect in the White House since Thomas Jefferson dined alone.")
- *Smith* is the common name, the person on the street. *Smith* is the everyday man or woman who builds our factories, sells our shoes, or teaches our children.

The name combines brilliance with the everyday.

About Jefferson Smith

We're an international training and consulting company located in Bountiful, Utah. (About six miles north of Salt Lake City.) Beautiful place. Small-town America.

Our mission is to *help business do business better*.

Our focus is in four and a half areas. *We'll explain the "half" idea.*

1. **Leadership.** Taking care of your people. Getting the job done. Building teams.
2. **Communication.** Writing and speaking skills. Dealing with the media. *"Excuse me, boss, but a reporter is outside with a camera crew. Do you want to talk to him?"*
3. **Sales and Customer Service.** Building the relationships. Keeping customers for a lifetime.
4. **Personal Development.** Organizing skills. Creativity. Getting a job.

And the "half" —

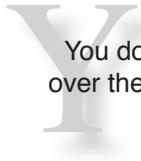
- .5 **Workshops on Demand.** If you need a program, we'll develop it. We develop programs for your needs, objectives, culture, and experience.

For example, if you need a customer-service program built around your corporate values, we can develop that. We'll use your examples and your case studies.

The program will have credibility because it applies to your situation.

We've done it plenty of times. Ask us.

Our mission is to help business do business better.



You don't lead by hitting people
over the head; that's assault, not
leadership.

—Dwight Eisenhower

Leadership and Management

Building Leadership and Trust. Without trust, leadership fails. Members of an organization *won't follow* someone they don't trust. This workshop presents the tools to build trust.

Leading, Guiding, and Directing Others. For managers and potential managers. Provides the skills and approaches necessary to lead others, *and lead them well*.

Training the Workforce. The future belongs to those who *train*. The workshop presents methods for identifying, developing, and delivering world-class training.

Understanding and Preventing Sexual

Harassment. Few of us are comfortable with our understanding of sexual harassment, yet our company depends on our knowledge.

Understanding Ethics and Building Values.

Without a base of core values, a company will fail. The workshop allows leaders and workers to identify what's most important.

Understanding Differences. America doesn't have the birth rate to replace—let alone grow—its work force. That means greater and greater diversity in the workforce. Can we get along?

Communication Skills

Basic Writing Skills. An introduction—or refresher—to grammar, punctuation, and usage. Highly tailored: participants identify and resolve their writing needs.

Communicating with the Public and the Media. Our access to the public comes through the media. But how do we best use that access?

Speaking in Public. For anyone who gives presentations and briefings. Presents a proven method for designing and delivering a presentation—and dealing with the gut-wrenching, heart-stopping fear.

Writing Letters, Memos, and E-mail. For anyone who writes at work. Presents a method for writing letters and memos that are easy to write and easy to read.

Making Meetings More Effective. “I once worked in a place where you could tell how long the meetings were going to be by the number of cigars the boss brought to the meeting.

“If he brought three cigars to the meeting, we knew we were dead.” (*A true story; you’ve probably experienced the same thing.*)

Another quip: “It takes a pretty good meeting to beat no meeting at all.” (*And that’s true, as well.*)



Writing is the great invention of the world.

—Abraham Lincoln

If there is one thing all salespeople need in order to be successful, it is credibility.

—Dr. Gary S. Goodman

Sales and Customer Service

Managing Your Customer-service Team. You know you need outstanding customer service, but how do you convince your front-line workers? How do you train them and keep them excited? *We can help you answer these questions.*

Selling More Effectively. Sales are the *life blood* of any commercial organization. If there are no sales, there is no company. Simple. *This workshop generates those sales.*

Serving Customers—and Keeping them for a Lifetime. A basic course for all employees who deal with internal or external customers. *In other words, every employee in the world.*

Telemarketing to Increase Sales. Telemarketing is increasing every day: businesses and service organizations use the telephone to provide goods and services. Yet, telemarketing is derided by many as an intrusion and a scam. *We can change that perception.*

Personal Development

Being More Creative. For leaders and workers who want to be more creative and imaginative in a competitive world. Presents an approach to develop new ideas.

Changing Jobs and Careers. Getting the job—or assignment—you want depends on presenting yourself well. On looking good. This workshop helps you do that.

Coaching and Follow-up. You left the work-shop ready to make changes. But when you got back to the office, you got busy with other things—and the changes went on the back burner. *Now what?*

Mastering Change. The world has always changed, but the pace has increased. The workshop presents an understanding of change and methods for dealing and mastering it.

Organizing Your Time and Talents. Designed for anyone frustrated with the amount of work they get done. Provides organizational and priority-setting skills. *And doesn't sell a planner.*

Restlessness is discontent and discontent is the first necessity of progress.

Show me a thoroughly satisfied man and I will show you a failure.

—Thomas A. Edison

The Support

You can tailor your workshop to any level of support.

We can produce—

- Manuals
- Transparencies
- Leader Guides
- Audio and video tapes
- Computer-based training

Whatever you need.

Or want.

Workshops on Demand

You've identified a training need, but you can't find a vendor to fill that need. Or you're not comfortable developing the training yourself. Or you flat-out don't have the time.

We can help.

Your Options

With our *Workshops on Demand* program, you have several options:

1. We can develop the program and deliver it for you.
2. We can develop the program and train your people to deliver it.
3. We can develop the program and hand it off to you.

Whatever you're comfortable with.

Your Advantages

Whatever you need—or want. The *Workshops-on-Demand* program has several advantages:

1. **Time.** You won't have to develop a new program.
2. **Resources.** You won't have to pull people from other tasks.
3. **Professionalism.** You'll receive a program you'll be proud of.
4. **Cost.** You'll be surprised.

The Process

Your workshop will evolve through five steps:

1. **You identify a need and contact us.** Hey. We've got a toll-free number: 1 888 305 1155.
2. **We coordinate with you**—intensively—to determine your specifics: your needs, your objectives, your details. Everything.
3. **We research and develop your workshop.** Manuals. Transparencies. Handouts. An entire workshop.
4. **We submit outlines, drafts, and mock-ups for your approval.** If something doesn't meet with your approval, we do it over until it does.
5. **We present the workshop to you** in the form you've asked for. We can deliver the workshop; we can train your people to deliver the workshop; we can hand the workshop off to you.

The End of the Catalog

You know, very few people look at the back of the book. You did. For that, you deserve a reward:

The Polar Bear Joke

A polar bear walked into a pizza place and looked at the menu board.

He said, "I'd like medium pizza with pepperoni and"

And then he paused. He paused for a long time. The woman behind the counter waited patiently. There was silence for nearly a minute.

Then he said, ". . . and sausage."

"One medium pepperoni and sausage, coming right up," said the woman. Then she asked, "Do you mind if I ask you a personal question?"

"Not at all," said the bear.

"Why the big pause?"

The bear looked at his hands and said, "I don't know. I've always had big paws."

Thank you for your interest in Jefferson Smith Training and Consulting.